

Charitable Giving in Prince Edward Island

How many? How much?

More than nine out of ten (92%) Prince Edward Island residents made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating.¹ This is an increase of 1% since 1997.

Eighty-six percent of residents made direct financial donations totaling \$28.2 million — almost 34% more than the \$21.1 million donated in 1997.

Sixty-three percent of people in Prince Edward Island gave clothing or goods to charitable and nonprofit organizations, while 59% donated food, and 5%* reported having made a bequest as part of their will. The increase in the donation of clothing and goods (from 48% in 1997) was one of the largest such increases in the country.

The average donation in Prince Edward Island was \$299, a significant increase from the 1997 average of \$236.

Much comes from the few

Just over four of every ten dollars (41%*) donated in Prince Edward Island came from the 5% of donors who gave \$1200 or more. Another 38% of the total came from the 20% of donors who gave between \$310 and \$1199.

Combined, these two groups accounted for 25% of all donors, but 79% of the total value of donations.

Motivations for donating

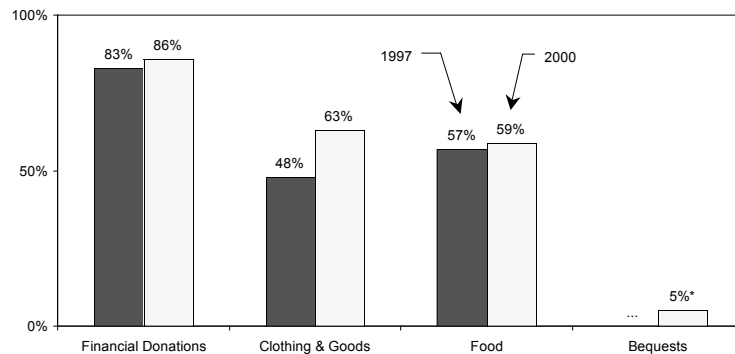
As in almost all provinces in Canada, the most common motivations cited by donors in Prince Edward Island were compassion towards those in need (98% of donors), and belief in the cause of the organization (93%). Only 14%* of donors said that they donated because of the tax credit they receive from government in return for making a donation.

¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

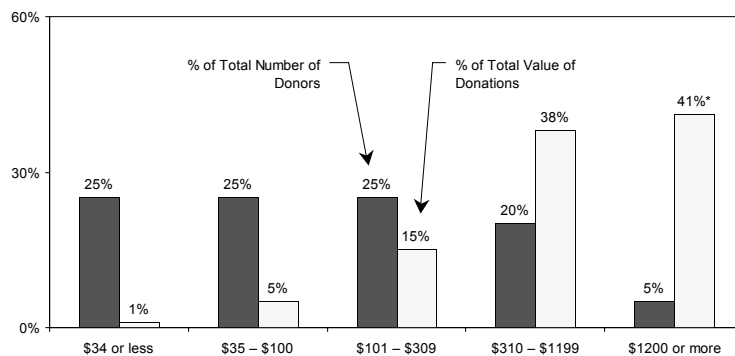
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* Sample size limitations affect the reliability of this estimate.

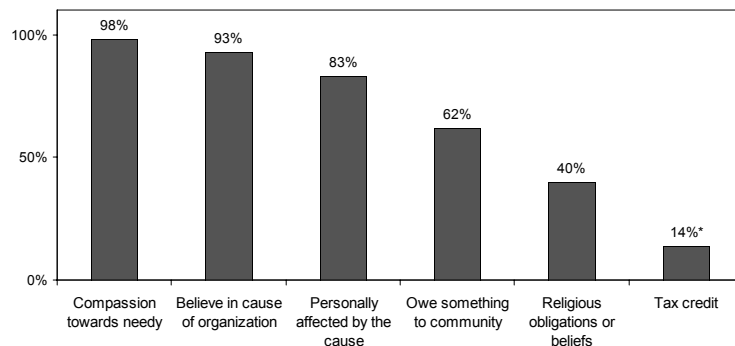
Percentage of Population Making Donations by Type of Donation, 1997 and 2000



Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



Percentage of Donors Citing Specific Motivations for Giving



Barriers to donating more

The most common barrier to donating more was disliking how requests for donations were made (53% of donors), followed by wanting to save money for future needs (44%), thinking that donations would not be used efficiently (41%), and wanting to spend money in other ways (40%). Very few donors said that they did not donate more because they found it hard to find a worthy cause (10%*) or because they did not know where to make a donation (8%*).

Donors in Prince Edward Island were less likely than donors in other provinces to say that they did not donate more because they found it hard to find a worthy cause.

Where the money goes

Religious organizations received almost two thirds (65%) of the total value of all donations made in Prince Edward Island. However, donations to religious organizations accounted for only 16% of the total number of all donations.

Health organizations received the largest number of donations (47% of the total), but accounted for only 16% of the total value of donations.

How the money is donated

The most common method of making a donation was in response to door-to-door canvassing (23% of the total number of donations), followed by sponsoring someone in an event such as a walkathon (14%), and donating at a place of worship (12%).

Although donating in response to door-to-door canvassing was the most commonly mentioned method of donating, it was not the most lucrative. Donations made through places of worship accounted for 57% of the total value of all donations, whereas donations made in response to door-to-door canvassing accounted for only 4% of the total.

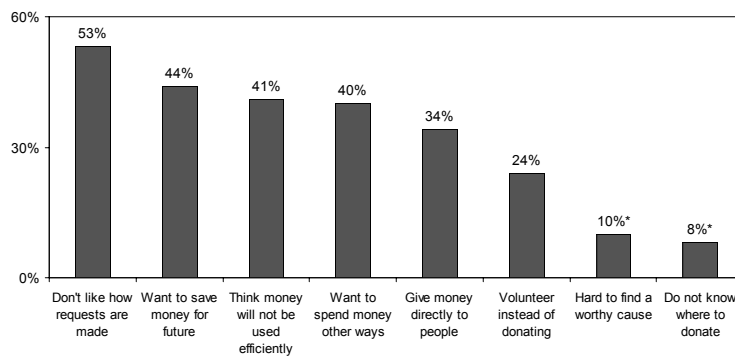
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians, Involved Canadians*, please visit www.givingandvolunteering.ca.

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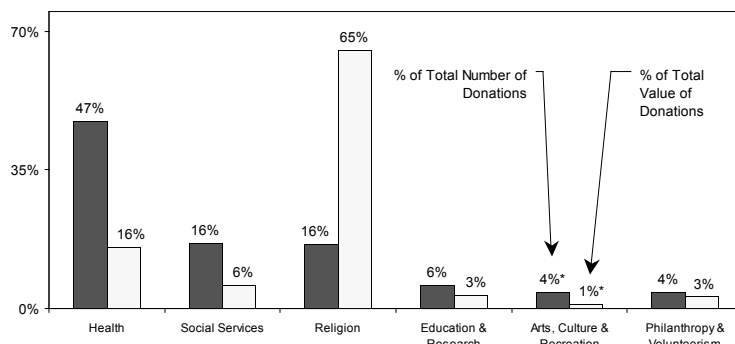
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Percentage of Donors Citing Specific Barriers to Giving More



Percentage of Donations and Percentage of the Value of Donations by Type of Organization



Percentage of Donations and Percentage of the Value of Donations by Method of Donation

